



# Webinar for VISTA

## Mining Census Data to Explore Poverty in Your Community

To join the audio portion, please dial:

888-455-7576

Passcode: 4636601#

**This session will begin shortly.**

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# Webinar for VISTA

## Welcome to Mining Census Data to Explore Poverty in Your Community



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# Today's Team...



**Nesreen  
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Data Dissemination  
Specialist  
U.S. Census Bureau



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Project Specialist  
Campaign  
Consultation, Inc.



**Shannon  
McGarry**  
Project Specialist  
Campaign  
Consultation, Inc.



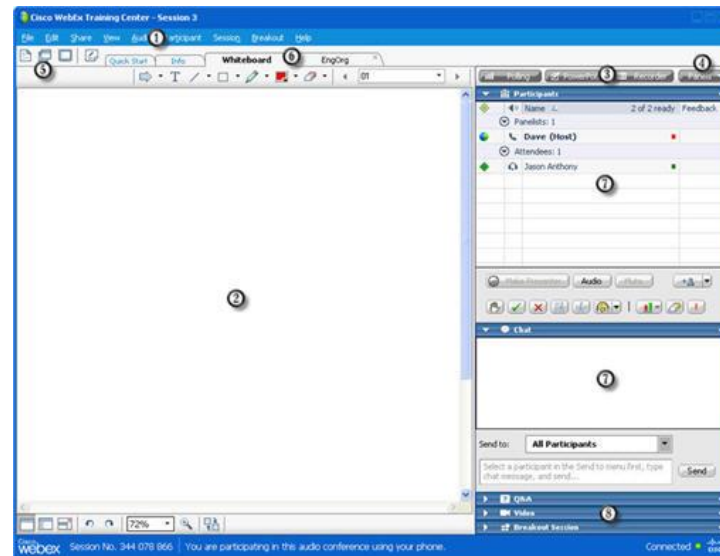
**Robyn  
Stegman**  
Project Specialist  
Campaign  
Consultation, Inc.

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# Tips for Participating

- Submit questions to the presenter at any time using the Q & A feature.
- Share tips, resources, and ideas with other attendees using the Chat feature.
- The phone line will be open later in the presentation for Questions and Answers.



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# Invest in Your Professional Development



**Kim Judy**

Training Specialist, AmeriCorps VISTA

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# Today's Agenda

- Introduction: How The Census Bureau Measures Poverty
- Overview: 2010 Census and American Community Survey
- Data: A Focus On Poverty
- Demonstrations and Exercises
- Your Turn!—Building Your Community Profile
- Evaluations

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# U.S. Census Bureau

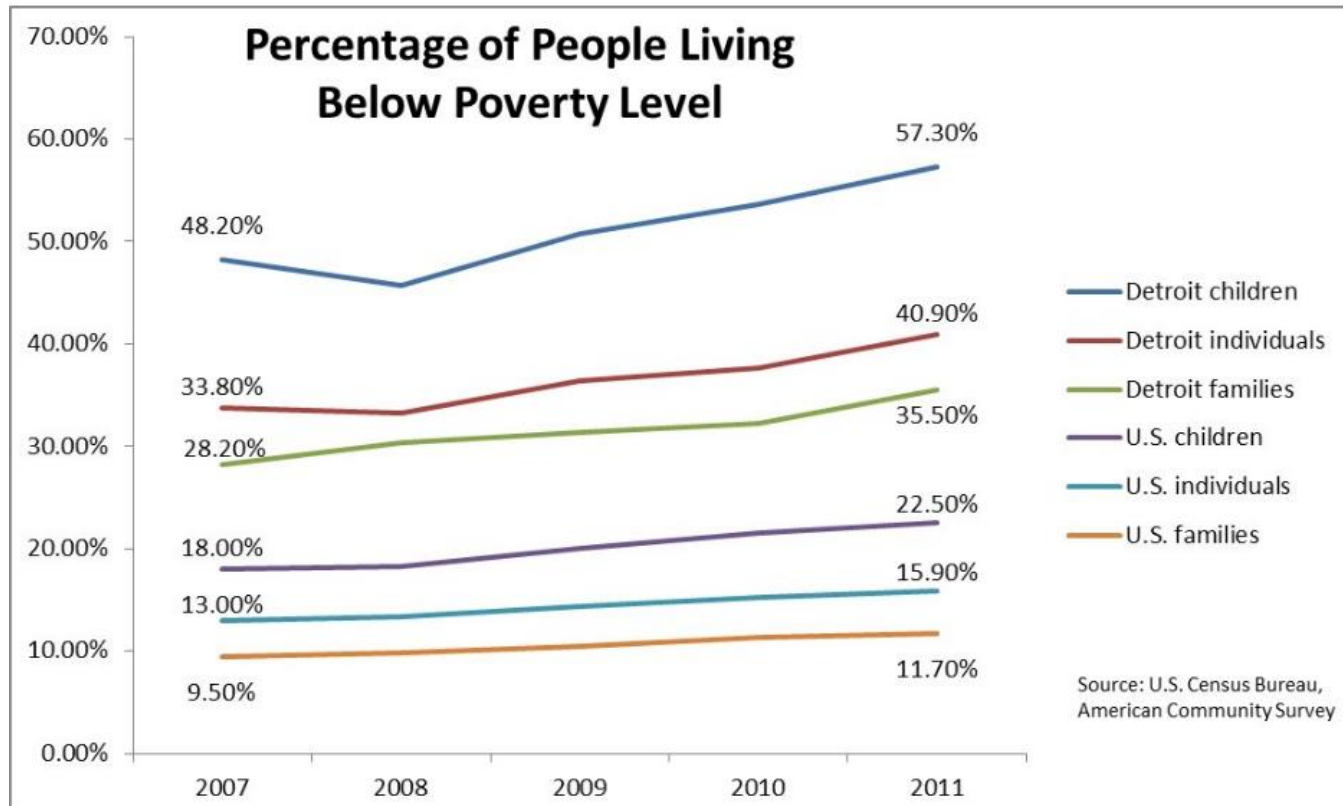
## Mission Statement

The Census Bureau serves as the leading source of quality data about the nation's people and economy. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly. We are guided on this mission by our strong and capable workforce, our readiness to innovate, and our abiding commitment to our customers.

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# How The CENSUS BUREAU Measures Poverty



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# Poverty Thresholds

Poverty Thresholds for 2012 by Size of Family and Number of Related Children Under 18 Years

Size of family unit	Related children under 18 years								
	None	One	Two	Three	Four	Five	Six	Seven	Eight or more
One person (unrelated individual).....									
Under 65 years.....	11,945								
65 years and over.....	11,011								
Two people.....									
Householder under 65 years.....	15,374	15,825							
Householder 65 years and over.....	13,878	15,765							
Three people.....	17,959	18,480	18,498						
Four people.....	23,681	24,069	23,283	23,364					
Five people.....	28,558	28,974	28,087	27,400	26,981				
Six people.....	32,847	32,978	32,298	31,647	30,678	30,104			
Seven people.....	37,795	38,031	37,217	36,651	35,594	34,362	33,009		
Eight people.....	42,271	42,644	41,876	41,204	40,249	39,038	37,777	37,457	
Nine people or more.....	50,849	51,095	50,416	49,845	48,908	47,620	46,454	46,165	44,387

Source: U.S. Census Bureau.

Source: <http://www.census.gov/hhes/www/poverty/data/threshold/>

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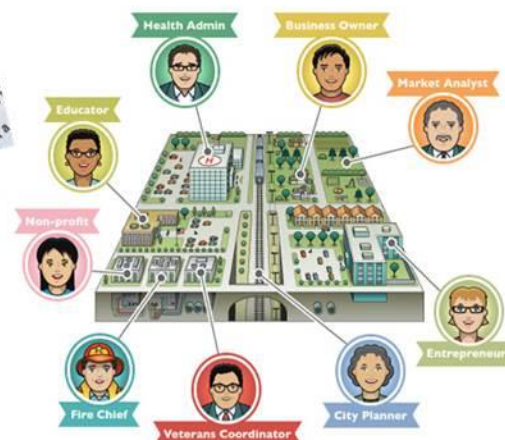
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## Overview of Census 2010 and the American Community Survey



### An American Community

The U.S. Census Bureau's American Community Survey (ACS) is a vital source of information that helps communities, businesses and state and local governments invest, provide services and plan for the future. With statistics on age, income level, education, occupation and veterans status, the ACS enables decision-makers to appropriately fund school-lunch programs, place new hospitals, build new businesses and take other actions that lead to healthy towns and cities.



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# 2010 Census

Basic demographic and housing characteristics only:

- Population
- Age
- Race [White, Black, Asian (disaggregated)]
- Hispanic or Latino Origin (disaggregated)
- Households and Families
- Housing Occupancy (occupied or vacant)
- Housing Tenure (owned or rented)

*No long form, no detailed characteristics, no SF3 data*

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# 2010 Census Data Products

- Data Profiles (DP)
- Quick Tables (QT)
- Geographic Comparison Tables (eg: GCT PL1)
- Detailed Tables (H)
- Mapping Functionality

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# American Community Survey (ACS)

- Nationwide **survey** that collects essentially the same information on people and housing that was collected on the long-form questionnaire used in Census 2000.
- Continuous **survey**. Each month a sample of housing unit addresses receive a questionnaire.
- About three and a half million addresses are surveyed each year
- In operation since 2005
- Provides detailed population and housing characteristics every year.
- 69 questions.

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# Demographic Characteristics (ACS)

- Sex
- Age
- Race [White, Black, Asian (disaggregated)]
- Hispanic/Latino origin (disaggregated)



Photo: U.S. Census Bureau

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# Social Characteristics (ACS)

- Education
- Marital Status
- Fertility
- Grandparent Caregivers
- Veterans
- Disability Status
- Place of Birth
- Citizenship
- Year of Entry
- Language Spoken at Home
- Ancestry/Tribal Affiliation

Ancestry Examples—German, Brazilian, Ethiopian, Iranians, Sub-Saharan Africans, etc.



Photo: U.S. Census Bureau

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# Economic Characteristics (ACS)

- Income
- Benefits
- Poverty Status
- Employment Status
- Occupation
- Industry
- Commuting to Work
- Place of Work

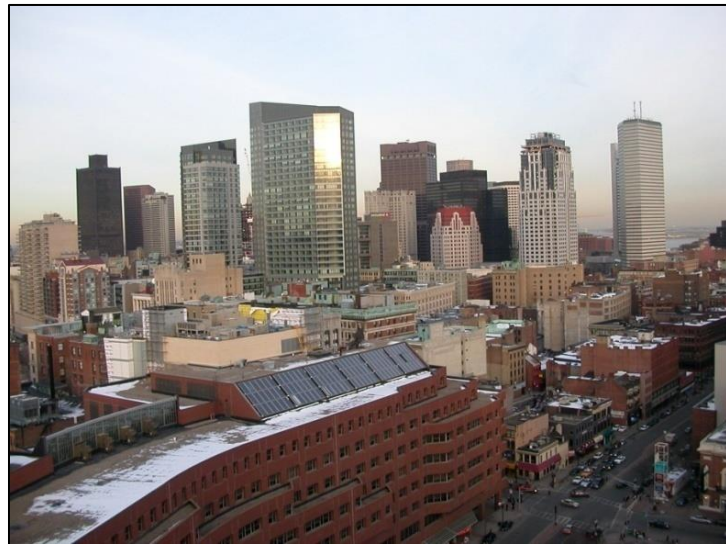


Photo: U.S. Census Bureau

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# Housing Characteristics (ACS)

- Tenure
- Occupancy & Structure
- Housing Value
- Taxes & Insurance
- Utilities
- Mortgage/Monthly Rent



Photos: U.S. Census Bureau

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# American Community Survey (ACS) Estimates

Data Product	Population Size of Area	Data released in:							
		2006	2007	2008	2009	2010	2011	2012	2013
1-Year Estimates for Data Collected in:	65,000+	2005	2006	2007	2008	2009	2010	2011	2012
3-Year Estimates for Data Collected in:	20,000+			2005-2007	2006-2008	2007-2009	2008-2010	2009-2011	2010-2012
5-Year Estimates for Data Collected in:	All Areas*					2005-2009	2006-2010	2007-2011	2008-2012

\* Five-year estimates will be available for areas as small as census tracts and block groups.

Source: US Census Bureau

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Source: US Census Bureau

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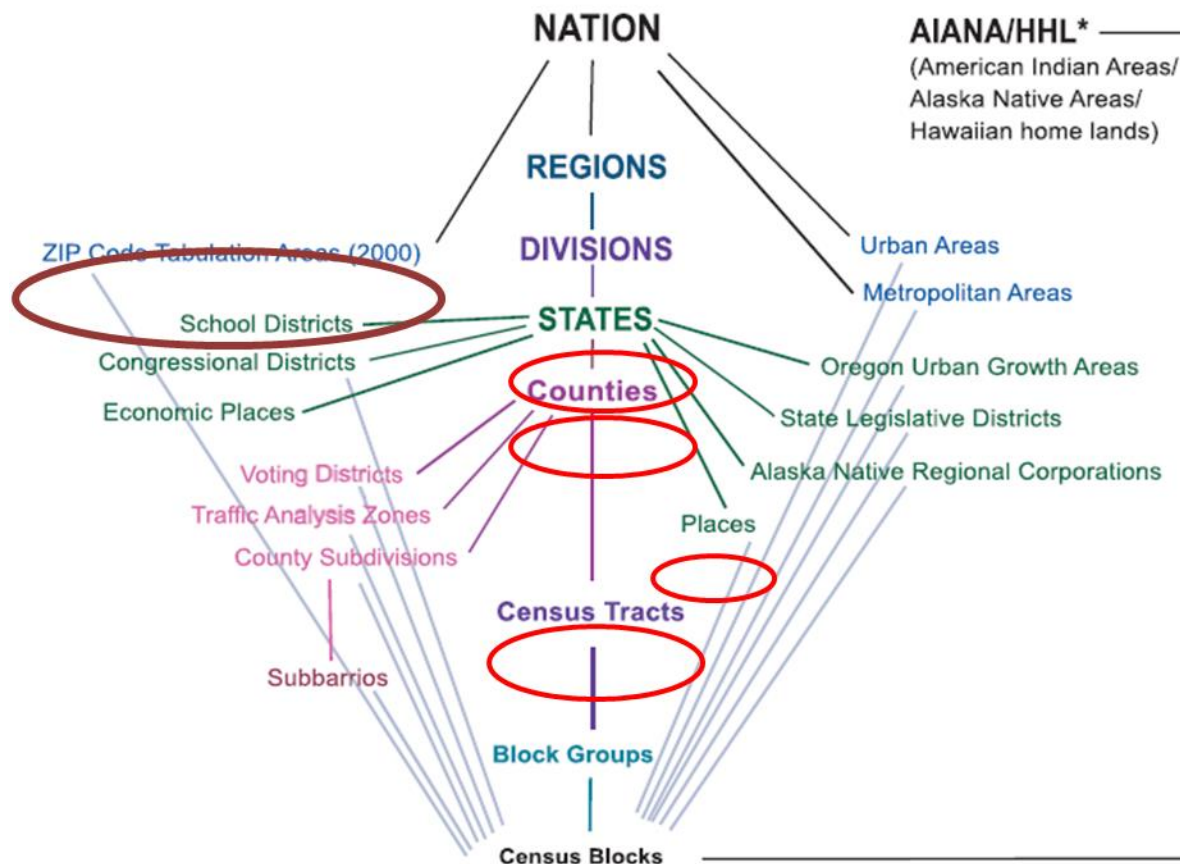
# ACS Data Product Types

- Data Profiles
- DP02—Select Social Characteristics
- DP03—Select Economic Characteristics
- DP04—Select Housing Characteristics
- DP05—Demographic Characteristics
- Subject Tables—Cross-Tabulations of Topics (S)
- Select Population Profiles (S)
- Narrative Profiles—try if you're new to data! (NP)
- Detailed Tables-Multiple traits cross-tabulations (B)
- Geographic Comparison Tables—Across locations (GCT)
- Comparison Profiles—Across time 1-year ACS only (CP)

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# Geographies



[census.gov/geo/www/geodiagram.html](https://census.gov/geo/www/geodiagram.html)

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# Webinar for VISTA

## Margins of Error: What I Need to Know

McHUMOR.com by T. McCracken



“I’m going to need a Margin of Error or I can’t publish your prediction of six more weeks of winter.”

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# Margin of Error-Definition

## Margin of Error (MOE)

- A margin of error is the difference between an estimate and its upper or lower confidence bounds. Confidence bounds can be created by adding the margin of error to the estimate (for an **upper bound**) and subtracting the margin of error from the estimate (for a **lower bound**).
- All published margins of error for the American Community Survey are based on a 90 percent confidence level.

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# Margin of Error- Where is it?

- Data from the American Community Survey Contain MOEs
- Some Data Tables Will Publish Them
- Add and Subtract the Margin of Error from your Estimate to get the MOE range.
- When You Are Comparing Two or More Communities, Computing MOEs Will Help You Determine the Accuracy of a Comparison



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# Margin of Error-Where To Find It

050031 SEX BY AGE BY NATIVITY AND CITIZENSHIP STATUS (HISPANIC OR LATINO)  
Universe: People who are Hispanic or Latino ⓘ  
2007-2011 American Community Survey 5-Year Estimates

Table View  [← BACK TO ADVANCED](#)

Actions:  [Modify Table](#)  [Bookmark](#)  [Print](#)  [Download](#)  [Create a Map](#)

 [View Geography Notes](#)  [View T](#)

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates P produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and cc

	Census Tract 31, District of Columbia, District of Columbia		Census Tract 7038, Montgomery County, Maryland	
	Estimate	Margin of Error	Estimate	Margin of Error
Total:	1,039	+/-294	441	+/-346
Male:	527	+/-178	223	+/-195
Under 18 years:	98	+/-51	84	+/-53
Native	96	+/-51	84	+/-53
Foreign born:	0	+/-95	0	+/-95
Naturalized U.S. citizen	0	+/-95	0	+/-95
Not a U.S. citizen	0	+/-95	0	+/-95
18 years and over:	429	+/-171	339	+/-203
Native	74	+/-88	24	+/-25
Foreign born:	355	+/-158	315	+/-208
Naturalized U.S. citizen	99	+/-41	49	+/-37
Not a U.S. citizen	256	+/-157	266	+/-171
Female:	512	+/-160	418	+/-178
Under 18 years:	184	+/-84	164	+/-97
Native	136	+/-64	136	+/-75

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# Margin of Error in Action:

## Foreign Born Hispanic Males, Age 18 and Older

**Washington DC:** 355

(Census Tract 31)

Margin of error:  $\pm 158$

MOE Range: 197 – 513

**Wheaton, MD:** 315

(Census Tract 7038)

Margin of error:  $\pm 200$

MOE Range: 115 – 515



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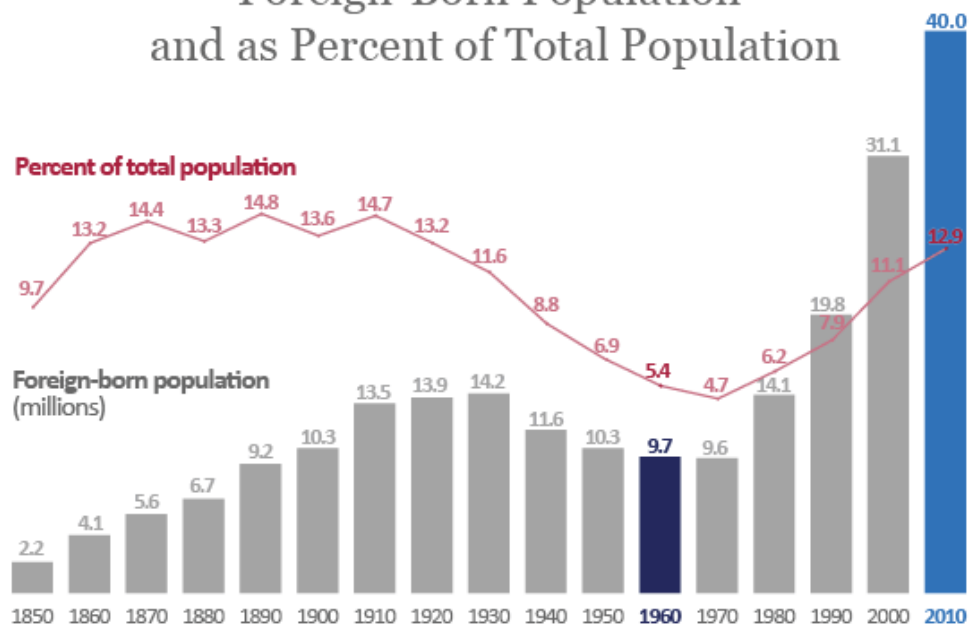
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## Community Data: Poverty Snapshot

Foreign-Born Population  
and as Percent of Total Population



Source: U.S. Census Bureau, 1850–2000 Decennial Census; 2010 American Community Survey.

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# Neighborhood Level Data

**Your Selections** Search Results: 1-25 of 2,463 tables and other products match "Your Selections"

Search using...  
Census Tract  
Census Tract 1277.12, Los Angeles  
County, California

clear all selections and start a new search

Search using the options below:

**Topics**  
(age, income, year, dataset, ...)

**Geographies**  
(states, counties, places, ...)

**Race and Ethnic Groups**  
(race, ancestry, tribe)

**Industry Codes**  
(NAICS industry, ...)

**EEO Occupation Codes**  
(executives, analysts, ...)

**Select Geographies**

List Name Address Map

Select Geographies

Select

State

from the map using one of the following selection tools:

Legend

Boundaries

☐ State

☐ '11 County

☐ '11 Urban Area

Features

Major Road

Street

Stream/Waterbody

undefined

Your Selections

Items in grey text are not visible at this zoom level

Modify the map using the options below:

Boundaries and Features

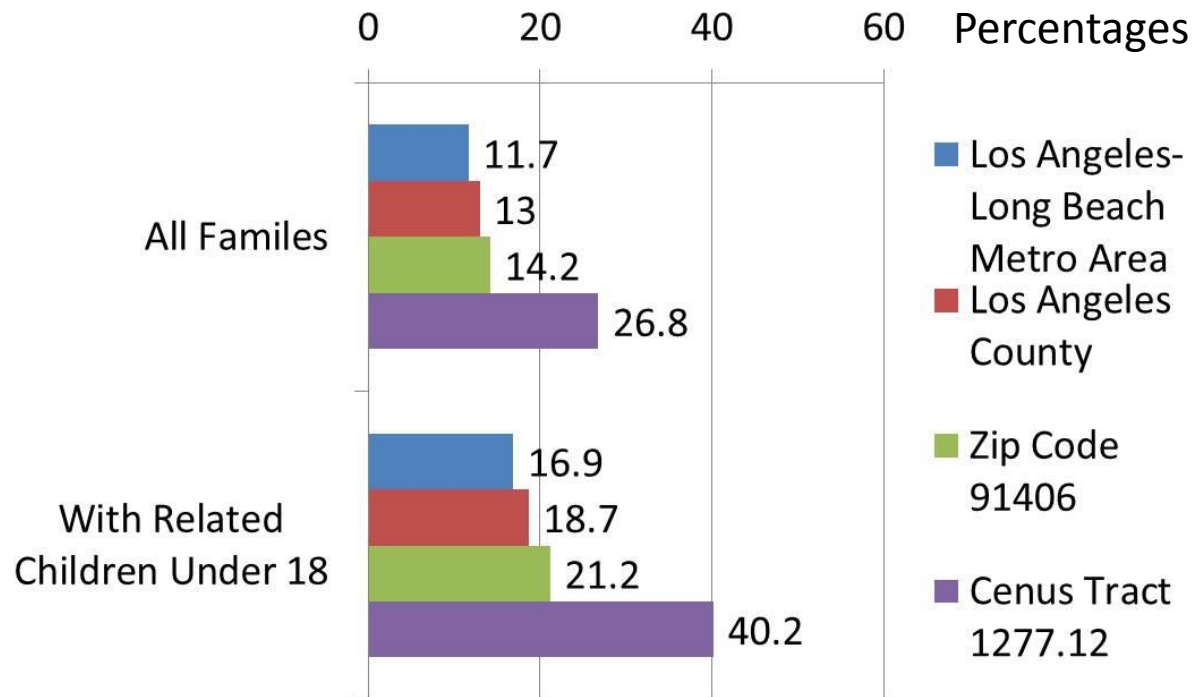
Census Bureau  
Los Angeles  
Regional Office

Census Tract 1277.12, Los Angeles County, California

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# Poverty Across Related Local Geographies



Source: 2007-2011 American Community Survey 5-Year Estimates

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# Webinar for VISTA

## Data Access Tools: American Fact Finder

U.S. Department of Commerce  
**United States Census Bureau**

**AMERICAN FactFinder**

Feedback FAQs Glossary Help

MISSOURI KANSAS VIRGINIA KENTUCKY NORTH

**MAIN** COMMUNITY FACTS GUIDED SEARCH ADVANCED SEARCH DOWNLOAD OPTIONS English Español

▼ **Community Facts**  
Find popular facts (population, income, etc.) and frequently requested data about your community.  
Enter a state, county, city, town, or zip code:

► **Guided Search**

► **Advanced Search**

► **Download Options**



**United States Census Bureau**

Corporation for  
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# American FactFinder— Community Facts

U.S. Department of Commerce

**United States<sup>™</sup>**  
**Census**  
Bureau

AMERICAN  
**FactFinder**



Feedback FAQs Glo

MAIN COMMUNITY FACTS GUIDED SEARCH ADVANCED SEARCH DOWNLOAD OPTIONS

English

▼ **Community Facts**

Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code:

Montgomery County, Maryland

Chevy Chase town (Montgomery County), Maryland

Chevy Chase CDP (Montgomery County), Maryland

▶ **Advanced Search**

▶ **Download Options**



American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American FactFinder come from several censuses and surveys. For more information see [Using FactFinder](#) and [What We Provide](#).

**News and Notes**

Mar 14, 2013  
County and Puerto Rico Municipio Population Estimates



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# American FactFinder— Community Facts

[MAIN](#) [COMMUNITY FACTS](#) [GUIDED SEARCH](#) [ADVANCED SEARCH](#) [DOWNLOAD OPTIONS](#)

**Community Facts** - Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code:  [GO](#)

[Population](#)

[Age](#)

[Business and Industry](#)

[Education](#)

[Housing](#)

[Income](#)

[Origins and Language](#)

[Poverty](#)

[Veterans](#)

### Montgomery County, Maryland

Foreign Born Population

**301,013** Source: 2007-2011 American Community Survey 5-Year Estimates

**Popular tables for this geography:**

2010 Census

- Population, Age, Sex, Race, Households and Housing ...

American Community Survey

- Education, Marital Status, Relationships, Fertility, Grandparents ...
- Income, Employment, Occupation, Commuting to Work ...
- Occupancy and Structure, Housing Value and Costs, Utilities ...
- Sex and Age, Race, Hispanic Origin, Housing Units ...

Population Estimates Program

- Annual Population Estimates ...

Economic Census

- Number of Establishments, Annual Payroll, Number of Employees ...

Want more? Use [Advanced Search](#) or [Quick Facts](#).

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# American FactFinder— Guided Search



The screenshot shows the American FactFinder website interface. At the top, the United States Census Bureau logo is on the left, and the American FactFinder logo with a magnifying glass icon is in the center. A map of the United States is visible in the background. A navigation bar contains links: MAIN, COMMUNITY FACTS, GUIDED SEARCH, ADVANCED SEARCH, and DOWNLOAD OPTIONS. The GUIDED SEARCH link is highlighted. On the right, there is a 'Feedback' link. The main content area features a list of options: Community Facts, Guided Search (selected), Advanced Search, and Download Options. The Guided Search option includes the text 'Let us lead you step by step to the data you're looking for.' and a 'GET ME STARTED' button. To the right of this list is a large image of a person in a white shirt standing with their back to the camera, looking at a wall covered in question marks. Below the navigation bar, there is a section titled 'News and Notes' with a 'GET EMAIL UPDATES' button. The news item is dated 'Sep 27, 2012' and mentions that 'Characteristics data for the population and housing unit areas are now available from Summary File 1.....'. A small American flag icon is next to the date. At the bottom left, there is a small text element: `ript:processTransition('navwiz');`.

United States Census Bureau

AMERICAN FactFinder

Feedback

MAIN COMMUNITY FACTS GUIDED SEARCH ADVANCED SEARCH DOWNLOAD OPTIONS

Community Facts

**Guided Search**

Let us lead you step by step to the data you're looking for.

GET ME STARTED

Advanced Search

Download Options

American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American FactFinder come from several censuses and surveys. For more information see [Using FactFinder](#) and [What We Provide](#).

News and Notes

GET EMAIL UPDATES

Sep 27, 2012

Characteristics data for the population and housing unit areas are now available from Summary File 1.....

`ript:processTransition('navwiz');`

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# Guided Search

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**FactFinder**

MAIN COMMUNITY FACTS **GUIDED SEARCH** ADVANCED SEARCH DOWNLOAD TIONS

Guided Search: Step-by-step access to Census information

1 Start 2 Topics 3 Geographies 4 Race/Ethnic Groups 5 Search Results 6 Table Viewer

Choose from one of the following and click **Next**.

- ☒ I'm looking for information about **people**.  
(age, sex, income, poverty, education, ...)
- ☐ I'm looking for information about **housing**.  
(housing units, household type, value of home, ...)
- ☐ I'm looking for information about **businesses or industries**.  
(annual payroll, sales and receipts, number of employees, ...)
- ☐ I'm looking for information from a **specific dataset**.  
(2006-2010 American Community Survey 5-Year Estimates, 2007 Economic Census, 2010 Census Summary File 1, ...)
- ☐ I want to search for a **table number** or a **table title**.  
(P1, EC0700A1, b04\*, Social Characteristics, ...)

Note that the guided search searches for tables using a subset of search methods and most requested geographies. For more search options and to select from all available geographies, use the [Advanced Search](#).

PREVIOUS NEXT CANCEL

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# Guided Search (cont'd)

1 Start 2 Topics 3 Geographies 4 Race/Ethnic Groups 5 Search Results 6 Table Viewer

Search for a race, ancestry, or tribe: Vietnamese GO

-- or --

Browse race and ethnic groups using

029- Vietnamese alone (450-459)  
048- Vietnamese alone or in any combination (450-459) & (100-299) or (300-401-399) or (400-999)

**Population Group Type**

- Race and Hispanic Origin (2000 code based) (1,334)
- Race and Hispanic Origin (ACS code based) (1,633)
- Race and Hispanic Origin (2010 code based) (1,788)
- Ancestry Group (101)
- Country of Birth (257)

Select one or more race and ethnic groups and click **Add to Your Selections**. Click **Next**.

**Race and Ethnic Group Results: 1-25 of 2,523**

Your filters: 'Your Race and Ethnic Group Filters' is empty

Selected: ☐ Add to Your Selections ☒ Check All ☐ Clear All

	Code	Population Group Name	Population Group Type
<input type="checkbox"/>	001	Total population	Race and Hispanic Origin (2000 code based), Race and Hispanic Origin (2010 code based), Race and Hispanic Origin (ACS code based)
<input type="checkbox"/>	002	White alone	Race and Hispanic Origin (2000 code based), Race and Hispanic Origin (2010 code based), Race and Hispanic Origin (ACS code based)
<input type="checkbox"/>	003	White alone or in combination with one or more other races	Race and Hispanic Origin (2000 code based), Race and Hispanic Origin (2010 code based), Race and Hispanic Origin (ACS code based)
<input type="checkbox"/>	004	Black or African American alone	Race and Hispanic Origin (2000 code based), Race and Hispanic Origin (2010 code based), Race and Hispanic Origin (ACS code based)

**Your Selections**

'Your Selections' is empty

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# American FactFinder— Advanced Search

The screenshot shows the American FactFinder website. At the top, the United States Census Bureau logo is on the left, and the American FactFinder logo is in the center. A navigation bar below the logos contains links: MAIN, COMMUNITY FACTS, GUIDED SEARCH, ADVANCED SEARCH, and DOWNLOAD OPTIONS. The ADVANCED SEARCH link is highlighted with a blue arrow. Below the navigation bar, there are four main sections: Community Facts, Guided Search, Advanced Search, and Download Options. The Community Facts section includes a search box and a GO button. The Advanced Search section is highlighted with a blue arrow. Below the main sections, there is a 'News and Notes' section with a date of Sep 27, 2012, and a link to 'Characteristics data for the population and housing unit areas are now available from Summary File 1.....'. The background of the page features a map of the United States and a photo of a smiling young woman.

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▼ **Community Facts**  
Find popular facts (population, income, etc.) and frequently requested data about your community.  
Enter a state, county, city, town, or zip code:

► **Guided Search**

► **Advanced Search** ←

► **Download Options**

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`javascript:showipath('as');`

**News and Notes**

Sep 27, 2012  
Characteristics data for the population and housing unit areas are now available from Summary File 1.....

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# Advanced Search

The screenshot shows the American FactFinder Advanced Search interface. At the top is the United States Census Bureau logo and the American FactFinder title. A navigation bar includes links for MAIN, COMMUNITY FACTS, GUIDED SEARCH, ADVANCED SEARCH (highlighted), and DOWNLOAD OPTIONS. Below the navigation bar, a search instruction reads: "Search - Use the options on the left (topics, geographies, ...) to narrow your search results".

On the left side, there is a "Your Selections" box showing "Your Selections" is empty. Below it, a section titled "Search using the options below:" lists five categories: Topics (age, income, year, dataset, ...), Geographies (states, counties, places, ...), Race and Ethnic Groups (race, ancestry, tribe), Industry Codes (NAICS industry, ...), and EEO Occupation Codes (executives, analysts, ...). Blue arrows point to the "Geographies", "Race and Ethnic Groups", and "Industry Codes" categories.

On the right side, a search box contains two input fields: "topic or table name" and "state, county or place (optional)". Below these fields are radio buttons for "topics", "race/ancestry", "industries", and "occupations", with "topics" selected. A "GO" button and a help icon (?) are also present. A large blue arrow points to the search box. Below the search box, the text "-- or --" is followed by the instruction: "Select from Topics, Race and Ethnic Groups, Industry Codes, EEO Occupation Codes." and a list of bullet points: "these are added to 'Your Selections'" and "the Search Results are updated".

Numbered instructions are provided for the search process:

- 1** Enter search terms and an optional geography and click GO
- 2** Next, select **Geographies** (states, counties, cities, towns, etc.)
  - these are added to 'Your Selections'
  - the Search Results are updated
- 3** Select one or more Search Results and click View

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# Demo #1: Poverty as Time Series

Let's take a look at poverty rates in Alameda County, CA. Let's focus on **All Families**. We can explore how poverty rates on the table change according to family composition.

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# Your Turn! Exercise #1: Poverty Rates in Your Service County

Compare Poverty Levels **All Families** in a primary county you will serve.

1. Which estimates will be available for you to use?
2. What are the differences between Poverty Rates for “All People” and “All Families”? How about for “Female Householder with Related Children Under 18”?
3. Use the Advanced Search *Topics Overlay*—People—Poverty—Poverty (*Close Topics Overlay*)  
*Geographies Overlay*—County—**YOUR COUNTY**  
(*Close Geographies Overlay*)

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## Demo #2: Poverty Across Multiple Hispanic Ethnic Groups

What are the poverty rates in Montgomery County for **All People** for the following Hispanic Ethnic Communities? For the current poverty levels we will need to use **5-Year Estimates**. The most current available are 2006-2010.

- a) Mexican
- b) Guatemalan
- c) Honduran
- d) Nicaraguan
- e) Salvadoran
- f) Columbian

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## Demo #2: Data By Multiple Hispanic Ethnic Groups

What are the poverty rates in Montgomery County for **All People** for the following Hispanic Ethnic Communities? For the current poverty levels we will need to use **5-Year Estimates**. The most current available are 2006-2010.

a) Mexican	7.9 percent
b) Guatemalan	11.1 percent
c) Honduran	13.6 percent
d) Nicaraguan	6.4 percent
e) Salvadoran	13.7 percent
f) Columbian	5.2 percent

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## Exercise #2 Your Turn!

**Your Turn!:** Select three counties within your service area and determine which has the highest poverty rate for Blacks and African-Americans.

*Overlay—County—YOUR COUNTIES (Close Geographies Overlay).*

*Topics Overlay—People—Poverty—Poverty People—Race & Ethnicity—Black or African American*

*(Close Topics Overlay)*

Try **B17020B**. You may have to access 3- or 5-year estimates, depending on your community.

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## Demo #3: Mapping Your Data

We are going to map ALL Washington State Counties—SNAP Participation. Source will be ACS 2009-2011 3-Year Estimates.

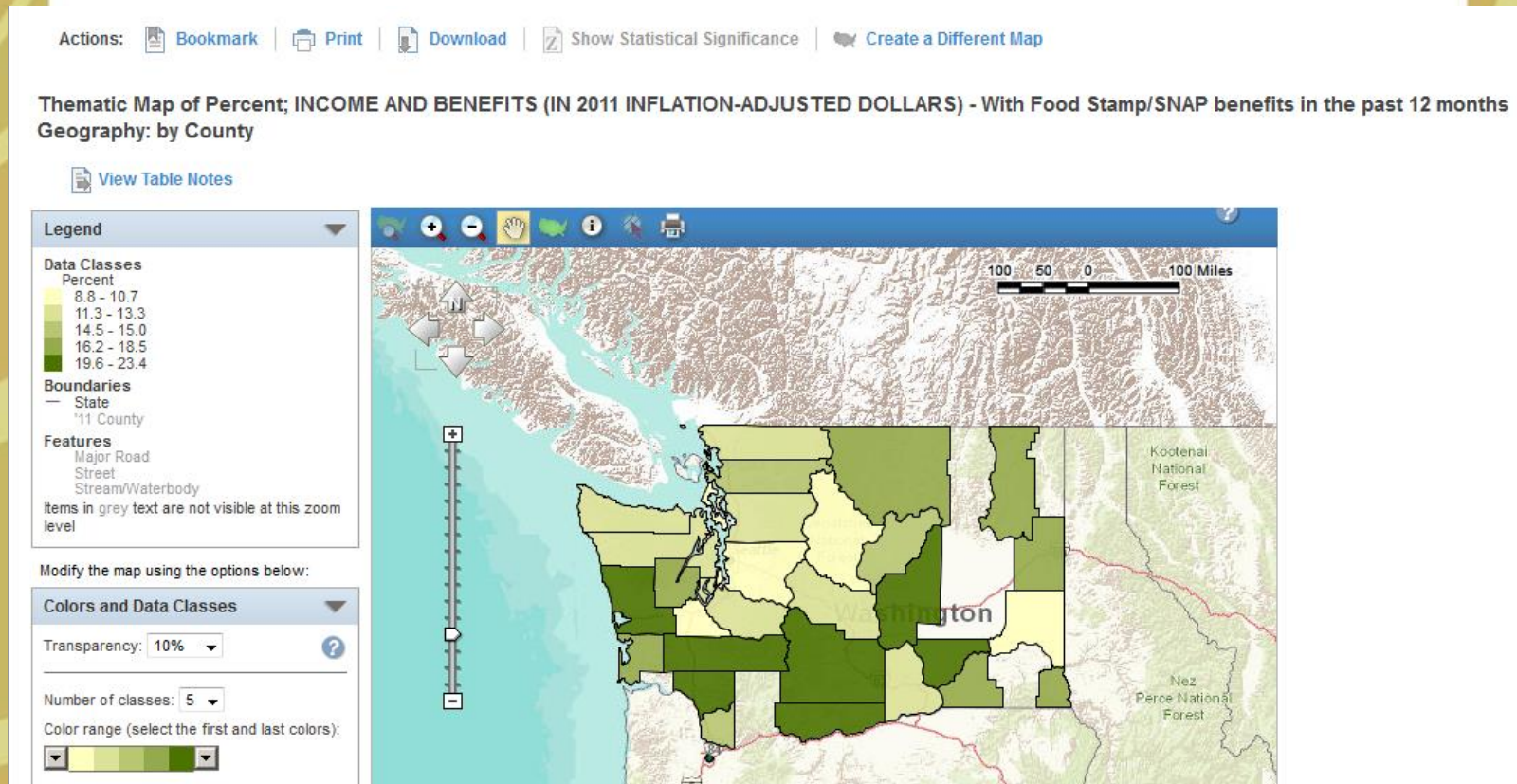
Why did we have to use a 3-year estimate?

Set transparency to 10% and change color scheme.

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# Demo #3: Mapping Your Data (Cont'd)



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## Exercise #3: Your Turn to Map!

Select a single county you will serve. Map Poverty-ALL PEOPLE, ALL CENSUS TRACTS.

Geographies Overlay—Census Tracts—YOUR COUNTY—ALL CENSUS TRACTS (Close Geographies Overlay)

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## Exercise #4: Let's Do This Together

Using a Geographic Comparison Table, what **Places** in Maryland have the highest poverty rates?

**STEPS:** AFF > Topics > People > Poverty > Poverty > Add to Your Selections

**STEPS:** Product Type > Geographic Comparison Tables > Add to Your Selections

**STEPS:** Select—GCT1701 PERCENT OF PEOPLE BELOW POVERTY LEVEL IN THE PAST 12 MONTHS (FOR WHOM POVERTY STATUS IS DETERMINED) - United States -- Places by State; and for Puerto Rico

**STEPS:** Check out 1-Year and 3-Year Estimates, Scroll till you reach Maryland

Select Table: GCT-PL1 Race and Hispanic or Latino: 2010  
State – Place > GEO: Maryland > Scroll and arrow down

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# Webinar for VISTA

## Building Your Community Profile



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**Census**  
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Corporation for  
**NATIONAL &  
COMMUNITY  
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# Your Community Profile

Before You Begin Any Search Ask:

1. What do I want to know? (for what segment of the population if applicable)
  - a) Example: Poverty, Women Head of Household
  - b) Example: Disability Status, (Age 65 or older, Veterans)
  - c) Example: Educational Attainment (All, Black Alone, Asian Alone)
2. What are my geographies (state, county, city, CDP, zip code, census tract)?
3. What year(s) do I want to search? (2000-2011)
4. What Census Programs can I get my data from? (2000 Census, 2010 Census or American Community Survey).

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# Tips for Building Your Community Profile

- Be aware of your geography, dataset, year(s) and tool (and sub-tool, with American FactFinder) you used to access your data.
- If you are interested in a particular subset of a community (Hispanics, Sub-Saharan Africans, Koreans, etc.), you should select those communities first.
- If you are making comparisons between your community and another, be sure to look at margins of error to ascertain whether statistical difference is present.

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## Tips for Building Your Community Profile (cont.)

- If you can't find the dataset you want for the race, ethnic or ancestry category you're searching try:
  - a 3- or 5- Year Estimate Instead of a 1-Year
  - a higher level of geography (county instead of place, for example)
  - a more general classification of that group, ie: Central American instead of Salvadoran, Sub-Saharan African instead of Nigerian.
- If you're not getting search results back, look at "Your Selections." Try removing one or two search criteria to see how that modifies your Search Results.

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# Useful Tables

- DP03 Select Economic Statistics
- S1701 Poverty Status in the Past 12 Months
- S1702 Poverty Status in the Past 12 Months of Families
- B08122 Means of Transportation to Work by Poverty Status in the Past 12 Months
- B16009 Poverty Status in the Past 12 Months by Languages Spoken at Home for Population Age 5 and Older
- B17010 Poverty Status in the Past 12 Months of Families by Family Type by Presence of Related Children Under 18 Years of Age of Related Children

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# Questions?



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# Additional Support

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# Next Steps

1. Visit the American FactFinder and begin building your community profile
2. Use the data to inform your work and improve your project
3. Log onto the VISTA Campus for additional resources
4. Share your experiences with using Census data on the VISTA forums

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# Your Tips and Resources



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# THANK YOU for your participation!

If you have further questions or for more  
information, contact us:

[VISTAWebinars@cns.gov](mailto:VISTAWebinars@cns.gov)

Join us on June 12<sup>th</sup> at 2:00PM for  
**The Power of Service: Mobilizing Volunteers**

Visit the Ongoing Learning page on the VISTA  
Campus for a complete schedule of VISTA webshops

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